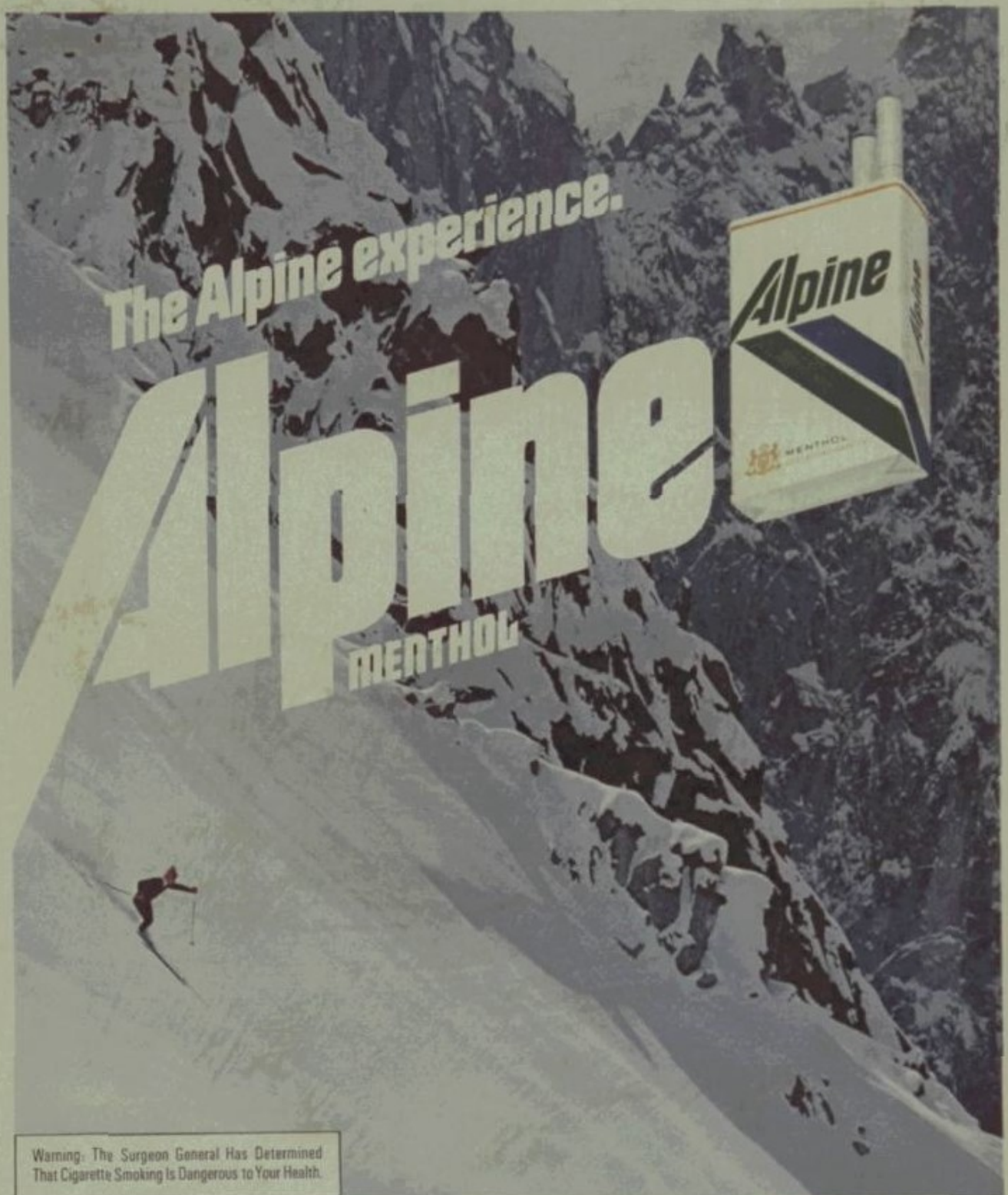
LEO BURNETT COMPANY, *Inc.*
Ad No. 123—Craggy Mountain—Req. No. 8814D—1 page—4 colors—Newspaper Supplements (Milwaukee Journal), 1972 (A)
Printed in U.S.A.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

15 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Aug. '72

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